

COUNTRY NOW  
IS MOTORIZEDStudebakers Help Along  
Work of Christmas  
Deliveries.

Just how thoroughly motorized this country really is has been wonderfully well demonstrated during the past three weeks," says Henry T. Myers, sales manager of the Studebaker corporation. "And never has there been such a splendid opportunity to prove the value of the motor car as applied to the business activity of the nation."

Under normal conditions, the great buying activity of the holiday season has taxed the delivery systems of our merchants to the point of utter demoralization. Handling crowded stores and supplying eager gift seekers with the merchandise of their wanting has always been less difficult to manage successfully than the delivery of purchases to customers when promised. And because it is only human nature to procrastinate, the Christmas rush usually finds the merchant hard put to deliver eleventh hour purchases.

Contrary to a natural expectation at this time, war conditions have only served to intensify the strain put upon the merchant's transportation facilities. The nationwide plea for war time economy has served to stimulate rather than diminish buying. Gifts to relatives and friends in quietude will be useful and practical, and probably no holiday season will compare to the present one in the volume of business done by the merchants of the country.

To the merchant with antiquated delivery equipment this season has again proved, and quite decisively, that he cannot hope to compete with his competitor who uses the modern motorized methods. His tired horses, exhausted men, great piles of undelivered parcels—to say nothing of the complaining customers—bring him nearer to the point where he too will be forced to decide upon motor equipment to keep pace with the modern trend of business.

Secrets of department stores and small shops in almost every city of the country are using Studebaker "panda" delivery cars to facilitate the work of Christmas deliveries. Some of them have one or two Studebakers—others have standardized their equipment and now operate whole fleets of Studebaker cars. During the last three weeks of unpreceded holiday rush, these cars have stayed "on the road," and most of them have worked 24 hours a day, six days in the week.

Riding on ever sized pneumatic tires, these Studebaker delivery cars are as fleet on the road as a touring car. They can easily cover a 25 mile route while horse drawn equipment is covering one of seven or eight miles. And Studebaker delivery cars never get tired on the job—their capacity to work is measured only by the needs of the occasion. Smooth city streets and rough, snow covered roads are alike to these delivery cars—their dependability assures the customer of receiving purchases at the time specified. Besides making a store look prosperous, business like and efficient Studebaker delivery cars are an investment in service to a store's customers.

Read this list of Xmas presents and come to Allen Arms & Cycle Co. Bicycles, Hells, Horns, Lamps, Traps, Candles, Pumps, Shotguns, Rifles, Air Rifles, Thermos Bottles, Flash Lights, Knives, Razors, Skates.

Drop a Baseball in your soldier's Xmas box.

Allen Arms & Cycle Co. 491 N. Oregon St.—Adv.

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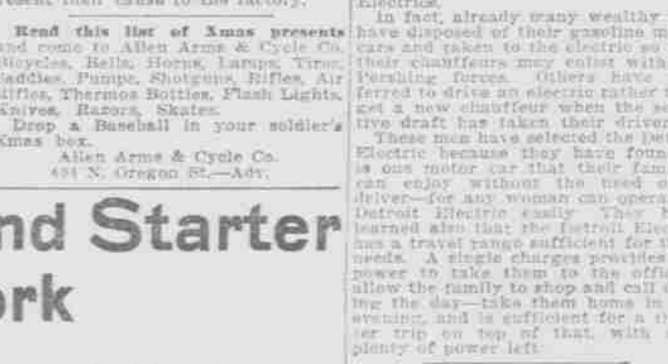
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## OLD MAN EXPERIENCE



**Nordyke & Marmon Co. Obtain The Services Of Harry Fosdick**

Having adopted a plan of intensified selling cooperation for the benefit of its dealer organization, the Nordyke & Marmon company announces that it has obtained the services of Harry Fosdick, of Boston, who will act as a special representative of the sales department for this and other field work of the organization. Mr. Fosdick's wide knowledge of dealers and sales conditions makes his appointment a logical one, for he knows the dealer problem from personal experience and has long been identified with the wholesale as well as retail selling of American and foreign cars of note. Known everywhere as a cheerful and loyal organization man, he is probably the architect of the idea that every factory's sales representative should also consider himself special ambassador of the dealer and should never neglect to represent their cause to the factory.

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## BY WHEELMAN



**Year 1918 to Be Year Of Roadster in the Opinion Of Keen Men**

The year 1918 is to be the year of the roadster in the opinion of many keen observers of the automobile situation.

"Did you ever notice," asks Jno. D. Mainfield, general sales manager of the Ford Motor car company, "how comparatively few touring cars you see carrying more than three passengers? Stand on the corner and count."

"There is nothing attractive about empty seats and that's the reason why cars like the Ford Tourer de Luxe are increasingly popular. With a machine seat just for one adult or two children, it is the ideal car for small families or parties."

**BOOTH TELLS OF TEST ON U. S. TIRES**

"There are many different tires on the market," said D. C. Booth one day this week. "But we feel sure that there are no tires that are so comfortable, durable, and safe as the tires being made by United States tires. Only the other day one of these tires performed the roughest test in the performance of the United States Roadster race came to my attention. This performance was in California, and has attracted wide attention."

The Kent brothers, who operate the motor stage between San Pedro and Redondo, have their car equipped with United States "Roadster" tires. When one of these tires had run 10,000 miles and was brought in to be retreaded the local press set up and took notice and an intense interest in the tire was shown. On November 1, when a total of 34,199 miles were accumulated, crowds were waiting at each end of the stage route to get down the mileage."

**VELIE AGENT PRAISES CARS**

At L. N. Nardin, local agent for the Velie, is discussing Velie trucks and the pleasure car, and the wonderful record made locally and over the country generally by the Velie truck. He called attention to the fact that the Velie pleasure car is in wide use, a range that should make it possible for the most exacting to make a selection. And in addition to this, said Mr. Nardin, the Velie is a well and scientifically built car at a right price.

Velie trucks, said Mr. Nardin, have made an enviable record for themselves in El Paso and the southwest. "We have many testimonials from users of Velie, and we can send anyone contemplating the purchase of a truck to men here in El Paso who will vouch for their performance," he said.

**EL PASO AUTO CO. SELLS MANY CARS**

The El Paso Auto Sales company, agents in this territory for the Mitchell, reports a good business the last few days. One carload including one club roadster and two five passenger touring cars were shipped out in one sale. A carload went to El Paso including three five passenger touring cars and one club roadster. One five passenger car was sold for El Paso, Ariz., and one roadster to Mr. Jackson, a resident of El Paso, who effected including a seven passenger touring car and a number of used cars.

Mr. Johnston reports prospects for the future good and hopes to be able to furnish all touring cars with Mitchell, Winona or Kelly trucks.

**WILLYS-KNIGHT MAKES GOOD**

A Willys-Knight car, property of the Harper Overland company, of Washington, D. C., was chosen for the recent hilly road finding trip from Washington to Atlanta, Ga., which was conducted under the auspices of the National Highway association. Among the members of the party was senator Bankhead.

In writing of the trip, A. G. Batchelder, executive chairman of the American Automobile association, stated:

"The Knight car contributed to the Bankhead path finding party, proved a most excellent vehicle and the operator, Alfred Macleod, drove it all the way through without the least bit of trouble and with excellent discretion. He only let out when the road was what it ought to be, and I am sorry to say that the highway was such only in name. The road was a great highway will be built sooner or later, and it was absolutely astounding to see the enthusiasm and the unbounded hospitality which met us in the different cities and towns."

**ADOLPH BUQUOR AWAY ON TRIP**

Adolph Buquor of the Buquor Motor company is on a trip into the New Mexico territory this week, and will include Silver City and Deming in the trip. Jack Little who made the great leap in a Maxwell stock car is accompanying him on his trip.

The company reports fine business in both Maxwell pleasure cars and Maxwell trucks. The outlook for the company year is good both in El Paso and over the entire territory. Quite a business is being done in Auto and Trailmobiles also.

Among the many other sales reported is one for 18 Maxwell trucks to be shipped to Prose, Tex. One feature of truck business is the number of people who drive their trucks from the point of purchase to their destination. John Buquor says this is largely true of pleasure cars also even where the drive is for hundreds of miles.

L. J. TROST SAYS  
WEIGHT COSTLYOwner of Franklin Motor  
Car Company Tells Effect  
of Heavy Car.

Like J. Trost, owner of the Franklin Motor Car company, this week in discussing the effect of weight of a car on gasoline and tire consumption, gave the following analysis of the question:

"As a means of transporting bulky goods, the steam railroad train, with its low passenger capacity, its level route and tracks of steel has the advantage in its favor as a utility vehicle."

"On the other hand, our high class Pullman train carries a weight per passenger of 1,000 pounds. On local routes, with day coaches the burden of extra, smaller-between one and two tons per passenger seating capacity. These figures necessarily include the weight of the locomotive, tender, baggage car, or in other words, the weight of the entire train."

Just the same as the automobile figures include the weight of the entire car. It is evident that in both cases, the weight per passenger requires power in proportion to move it, and power means fuel. In these days of conservation, when the saving of fuel is such an important item, weight reduction as worked out in the automobile, is apparently a key to the solution that our railroads will sometime have to consider.

"That the average automobile designed along this same line, is shown in the latest achievement of the Franklin Automobile company in building a full size five passenger car weighing 2700 pounds, much under the average five passenger car weight. When loaded to a passenger capacity of 2000 pounds, this particular car carries not over 435 pounds per passenger. The well known company records of the Franklin series in show how weight influences gasoline and tire consumption."

Bullet girls in Russia are being permitted to enter the learned professions.

Put a Bethlehem on the Job

Hard Jobs—You can't stop a Bethlehem with any road or any distance. The big husky motor endures, the internal gear drive delivers all the horse-power to the rear wheels always. The pressed steel frame has a plus strength over its overload capacity, the axles are stronger than the deepest rut. An examination of a Bethlehem will take but little time and may solve your delivery problem.

**\$1245** 1 1/2 Ton Chassis

**BETHEHEM DUMP TRUCKS**

603 Montana St.

**BORDER MOTOR CO.**

"SERVICE THAT SATISFIES."

Phone 1750.

**BETHEHEM TRACTORS**

**\$1775** 2 1/2 Ton Chassis

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among modern power driven conveyances. It remains for the automobile, however, to meet this old standard, and at the same time to show the failure of any comparison between automobile travel and extravagance games.

"The thing that throws light on comparison of true efficiency is the question of weight. Take for instance, the average five passenger automobile. It weighs about 2500 pounds, without passengers or when loaded out over 3000 pounds. On this basis, the automobile is required to bear 700 pounds per passenger; load that the automobile engine must power and down hill and over the country. How moderate this weight is beside that of other forms of conveyance."

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